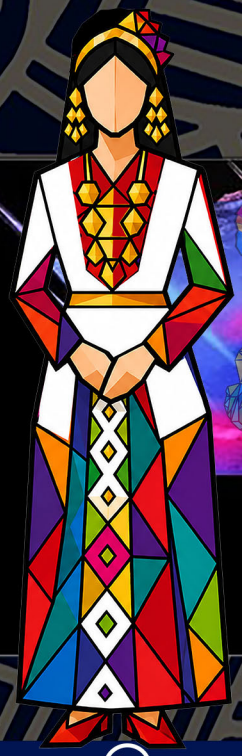
PROSPERITYY IN DIVERSITY

NUSATIC
NUSANTARA AQUATIC

NUSAPET
NUSANTARA PET SHOW

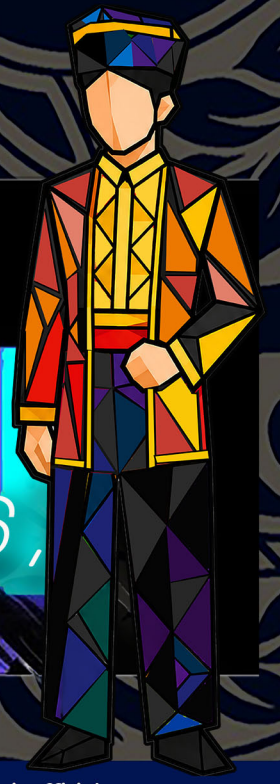
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ICE INDONESIA CONVENTION EXHIBITION

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‘THE WORLD’S LARGEST AQUATIC EXHIBITION!’

NUSATIC

NUSANTARA AQUATIC



NUSATIC 2027

EXPANDING Markets for the Stunning Indonesia's Aquatic Commodities.

The name NUSATIC is a combination of two words: 'Nusantara' which refers to the entire Indonesian archipelago and 'Aquatic' which means related to water.

Nusatic is expected to become a meeting point for all local fish / aquatic plant industry players to expand to the international market.

Nusatic simultaneously facilitate all breeders, producers of goods and services related to fish/ aquatic plants and their derivative products to showcase their best in every event since 2016 to 2026.

NUSATIC
NUSAPET
NUSAHORTI
2027

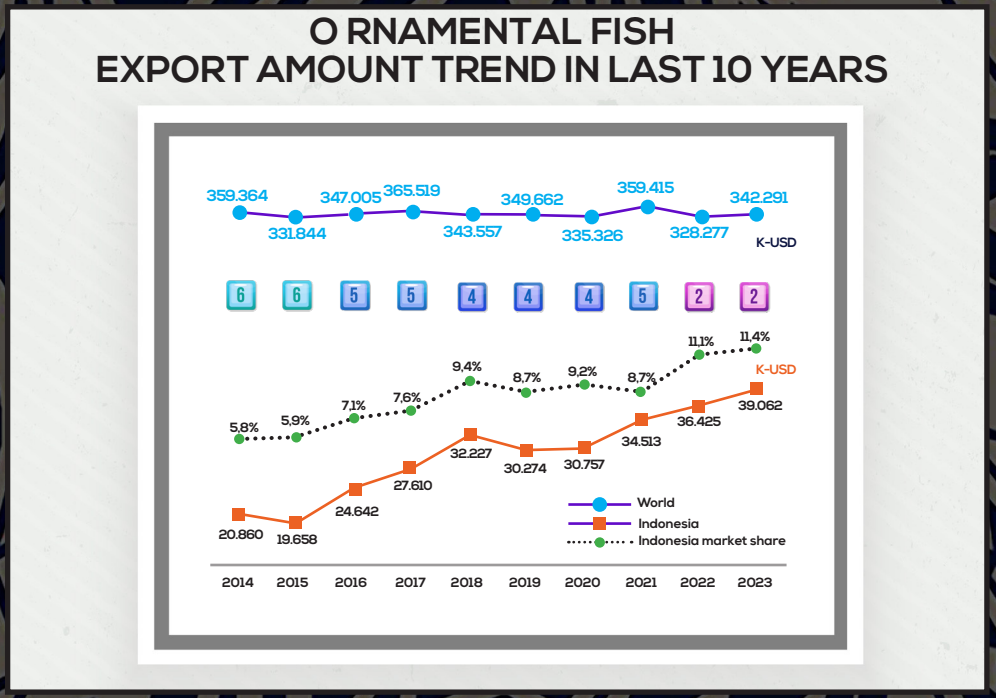
NUSATIC GOALS



THE WORLD'S NO.1 ORNAMENTAL FISH EXPORTER

- Our main goal is to make Indonesia become *The World's no.1 Ornamental Fishes Exporter.*
- This ultimate goal will achieved by promoting ornamental fishes and all derived products publicly to new entrants and investors.
- *Indonesia* is currently the second largest ornamental fish exporter in the world after *Japan.*
- The value of ornamental fish exports in *2023* reached *39.06* million *US dollars* or grew by *7.2* percent compared to *2022* which was recorded at *36.43 million US dollars,* with a market share of *11.1* percent. Meanwhile, *Japan,* which is in the first position, has a market share of *13.9* percent in *2023 (KKP 2023).*

This graphic shows positive trend of Indonesia's ornamental fish export in last 10 years. This increase in export volume was followed by an increase in market share and Indonesia's ranking as the world's largest ornamental fish exporter (ITC 2023).



Indonesia's ornamental fish export trend in last 10 years (source: ITC 2023)

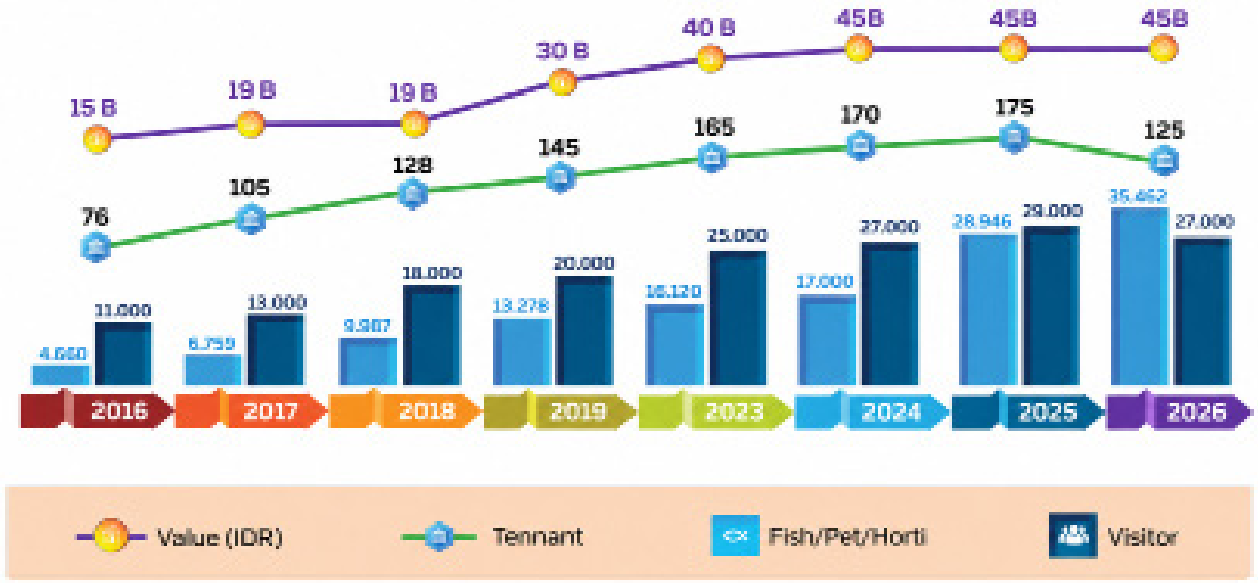
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2027

NUSATIC 2016-2026 & 2027 TARGETS

The number of visitors, tenants, ornamental fishes that participating and their valuation (IDR) in the annual Nusatic event always increased significantly from year to year (2016-2026).

This indicates a positive trend of public interest in the Nusatic event.





NUSATIC 2027
TARGET

TO HAVE
50.000 VISITORS,
240 TENANTS AND
20.000 FISH

- 50.000 VISITORS
- 240 TENNANTS
- 20.000 FISH



NUSATIC
NUSAPET
NUSAHORTI
2027

NUSATIC TRILOGY

NUSATIC 2025

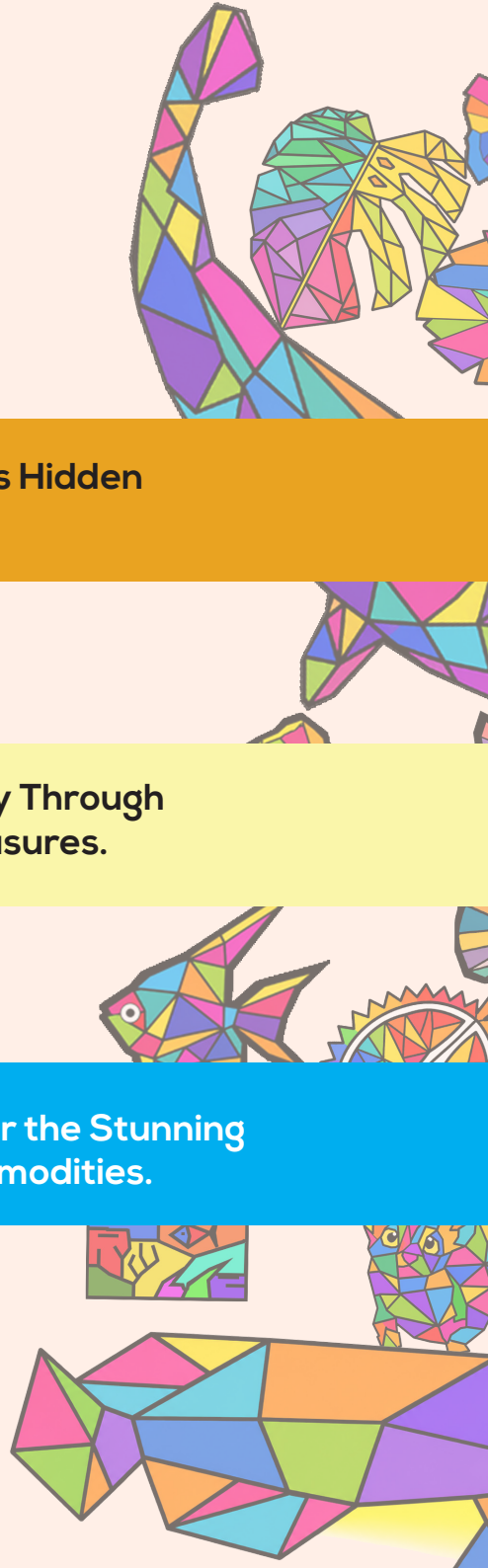
REVEALING Indonesia's Hidden Aquatic Beauty.

NUSATIC 2026

EMBRACING Prosperity Through Indonesia's Aquatic Treasures.

NUSATIC 2027

EXPANDING Markets for the Stunning Indonesia's Aquatic Commodities.



NUSATIC 2027:

XPANDING Markets for the Stunning Indonesia's Aquatic Commodities

Nusatic 2027: 'EXPANDING Markets for the Stunning Indonesia's Aquatic Commodities' will be held on June 4–6, 2027, at Halls 7–10 ICE BSD, Tangerang, Banten, Indonesia.

This year's theme reflects a strong commitment to expanding global market opportunities for Indonesia's outstanding aquatic commodities, including ornamental fish, aquatic plants, marine products, and supporting industries. Nusatic 2027 aims to strengthen Indonesia's position as one of the world's leading hubs for aquatic commodities by promoting innovation, sustainability, and international trade collaboration.

Nusatic 2027 serves as a strategic platform that connects industry stakeholders, government institutions, international buyers, breeders, exporters, hobbyists, researchers, and MSMEs through a wide range of international-scale activities such as exhibitions, seminars, conferences, business matching sessions, and prestigious contests.

Through these programs, Nusatic 2027 is expected to create broader market access, encourage investment opportunities, and facilitate knowledge exchange that supports the sustainable growth of Indonesia's aquatic industry ecosystem from upstream to downstream sectors.

The success of Nusatic 2027 relies on strong collaboration and active participation from both government and private sectors. The synergy between all stakeholders is expected to accelerate economic growth, strengthen the creative economy, and empower Indonesian MSMEs to enhance their competitiveness in the international market.

By embracing the spirit of "EXPANDING Markets for the Stunning Indonesia's Aquatic Commodities," Nusatic 2027 aims to become a driving force in promoting Indonesia's aquatic excellence to the world while creating sustainable prosperity for all industry players.

NUSATIC
NUSAPET
NUSAHORTI
2027

NUSATIC
SYNERGY















GOVERNMENTS
(REGULATORY & FUNDING SUPPORT)

PRIVATE SECTOR
- *BANK*
- *AQUATIC RELATED PRODUCT BRANDS*

COMMUNITIES
- *BREEDERS*
- *RESELLER*
- *HOBBYIST*

NUSATIC

ACADEMICS
- *RESEARCH*
- *DEPARTMENTS*
- *UNIVERSITIES*

NUSATIC SINERGIES WITH
COMMUNITIES
X GOVERMENTS
X ACADEMICS
X PRIVATE SECTORS

NUSATIC
NUSAPET
IUSAHORTI
2027

NUSAPET
AMAZING PET SHOW

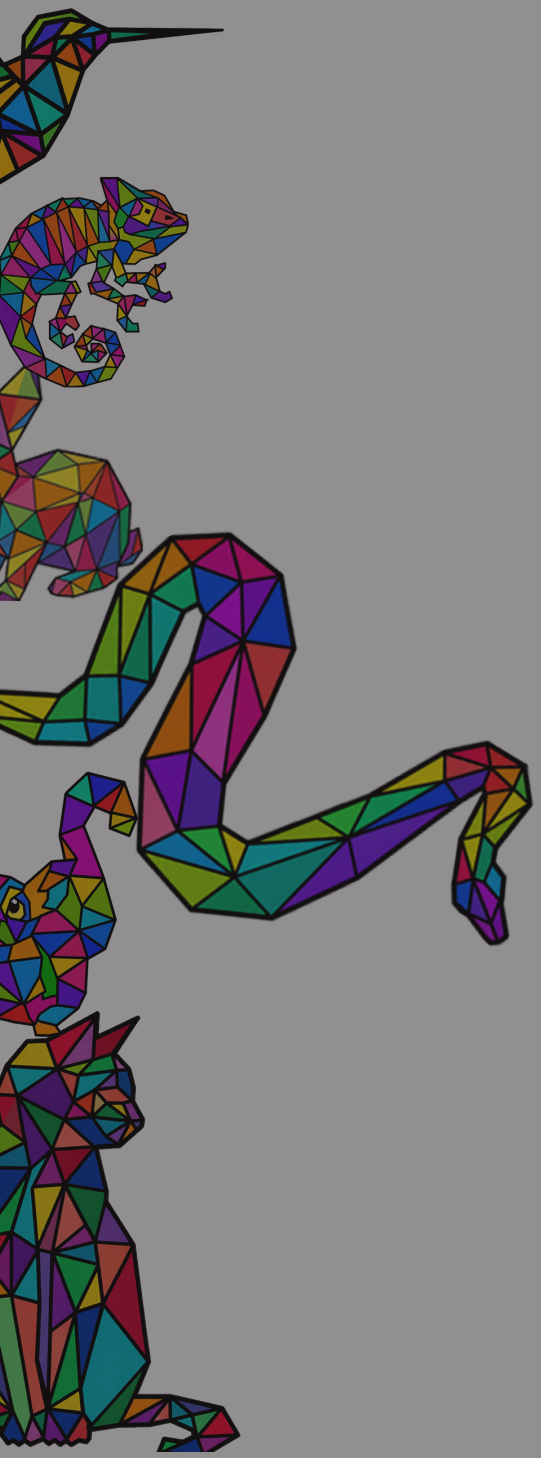
NUSAPET
NUSANTARA PET SHOW

SINCE 2023, NUSATIC TOOK THE INITIATIVE TO COLLABORATE WITH PERKIN AS THE BIGGEST PET ASSOCIATION IN INDONESIA AND OTHER PET COMMUNITIES IN ORGANIZING NUSAPET 2025.

DRIVEN BY A COMMON PROBLEM IN THE HOBBY BUSINESS SECTOR, OFTEN UNDERESTIMATED DUE TO THE VOLUME OF BUSINESS THAT IS MINOR COMPARED TO THE FOOD SECTOR IN EACH DIVISION RESPONSIBLE FOR IT, THE PET HOBBY BUSINESS IS CONSIDERED TO HAVE SO MUCH ECONOMIC POTENTIAL THAT HAS NOT BEEN MAXIMIZED BY THE PLAYERS INSIDE.

ACCOMPANIED WITH THE GOVERNMENT'S ATTENTION AND SUPPORT, THE PET INDUSTRY CAN ACHIEVE THEIR GREATER POTENTIAL IN PROVIDING EXTENSIVE EMPLOYMENT THROUGH CREATIVE ECONOMIC ACTIVITIES THAT ARE BORN FROM MORE GROWING UMKMS.





The opportunity to create cross-selling between aquatic hobbies and other pets that can stimulate new markets is very potential and promising.

The organization of Nusatic X Nusapet 2026 is expected to present a new dynamic of the two pet-hobby components that are expected to support each other because they have a potential market that overlaps, namely pet-lovers.









NUSATIC
NUSAPET
NUSAHORTI
2027

NUSAHORTIFLORA

NUSANTARA HORTIKULTURA & FLORA



NUSAPET

AMAZING HOLTIKULTURA SHOW

STARTING IN 2026, NUSATIC HAS TAKEN THE INITIATIVE TO COLLABORATE WITH THE DIRECTORATE GENERAL OF HORTICULTURE AT THE MINISTRY OF AGRICULTURE AND TRUBUS, A LEADING AGRICULTURAL MAGAZINE, ALONG WITH VARIOUS PLANT ENTHUSIAST COMMUNITIES TO ORGANIZE NUSAHORTI 2026.

DRIVEN BY A COMMON PROBLEM IN THE HORTICULTURE HOBBY AND BUSINESS SECTOR, WHICH IS OFTEN OVERLOOKED, THE BUSINESS OF CULTIVATING PLANTS, FRUITS, AND FLOWERS IS ACTUALLY BELIEVED TO POSSESS IMMENSE ECONOMIC POTENTIAL THAT HAS NOT BEEN FULLY MAXIMIZED BY ITS PLAYERS.















NUSATIC
NUSAPET
NUSAHORTI
2027

ACTIVITY
ARRANGEMENT









FRIDAY

JUNE 2027 **4**

09.00 - 22.00

Opening Ceremony
Business Forum
Seminar & Talkshow
Judging
Exhibition, Market and Auction
Fish Entry

SATURDAY

JUNE 2027 **5**

09.00 - 22.00

Judging
Seminar & Talkshow
Exhibition, Market and Auction
Farm Visit
Awards Ceremony
Gala Dinner

SUNDAY

JUNE 2027 **6**

09.00 - 22.00

Closing & Awards Ceremony (President Trophy)
Exhibition, Market and Auction

SEMINAR AND TALKSHOW

Conference and CKIB
Listen to world experts talk about the industry, markets, challenges and opportunities
Various interesting topic presented interactively covering the best Ornamental fish, Pet & Horticulture.

ORNAMENTAL FISH, PET EXHIBITION & HORTICULTURE

Biggest in the world, attended by tens of thousands local and international visitors.

COMPETE FOR THE TROPHY

The President's Cup for ornamental fish as the final spectacular closing event.

NUSATIC
NUSAPET
NUSAHORTI
2027

NUSATIC
COMMUNITIES






















Richness
POLICE




10








THE DIVERSITY OF SPICE:
HARTA KARUN RATUSAN
CABAI NUSANTARA
Andi
Wahyono
Charly
Tjendapati
USA PET NUS

NUSATIC
NUSAPET
NUSAHORTI
2027

NUSANTARA AQUATIC

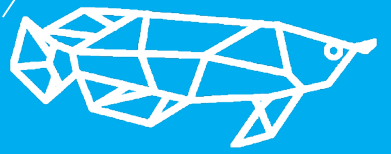
NUSATIC COMMUNITIES

- ***NUSATIC's "motto from community by community for community" is implemented by providing major space to run competitions, exhibitions and other supporting activities.***
- ***NUSATIC always encouraged fish breeders to improve the quality of their fish and showcasing their well known commodities by regularly hosting international competition and exhibition.***
- ***This international competition and exhibition will attract people to keep various types of ornamental fish.***
- ***We also support local breeders to participate in this exhibition by giving them special 'farm/breeder' rate.***

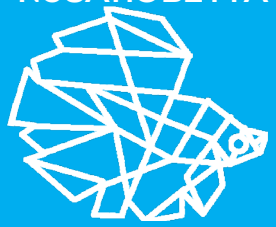
1 // NUSATIC AQUASCAPE



2 // NUSATIC AROWANA



3 // NUSATIC BETTA

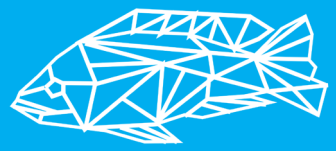


4 // NUSATIC CHANNA



NUSATIC INTERNATIONAL
EXHIBITION AND CONTEST 2027

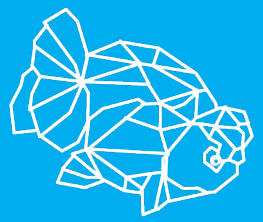
5 / NUSATIC CICHLID



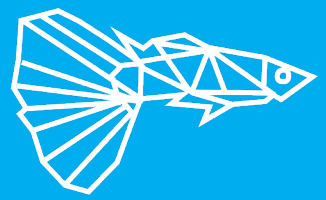
6 / NUSATIC DISCUS



7 / NUSATIC GOLDFISH



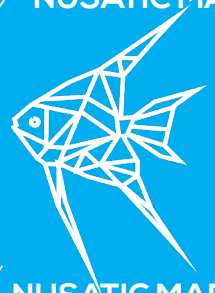
8 / NUSATIC GUPPY



9 / NUSATIC KOI FISH



10 / NUSATIC MAANVIS



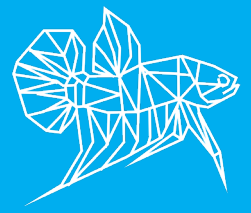
11 / NUSATIC MARINE



12 / NUSATIC PLECO



13 / NUSATIC WILD BETTA



14 / NUSATIC XIPHOPHORUS & MOLLY



15 / NUSATIC PET



16 / NUSAHORTIFLORA



NUSATIC
NUSAPET
NUSAHORTI
2027

LOCATION	PRICE (IDR)	INFO
A = 8X8M	176.000.000	CUSTOMIZE SPACE
B = 6X6M	99.000.000	CUSTOMIZE SPACE
C = 6X3M	49.500.000	BOOTH R8 / CUSTOMIZE SPACE
D = 3X3M	24.750.000	BOOTH R8
F = 2X3M	16.500.000	BOOTH R8

PRICE LIST & *LAYOUT*

ADDITIONAL INFO

1. The cost of the stand is only valid during the duration of the exhibition.
2. Specification BOOTH R8 :
   a) 1 unit table system
   b) 2 folding chairs
   c) 1 extension cord (2 outlets)
   d) 1 standard lamp
   e) Standard exterior fascia name and number



EVENT FLOORPLAN



NUSATIC
NUSAPET
NUSAHORTI
2027

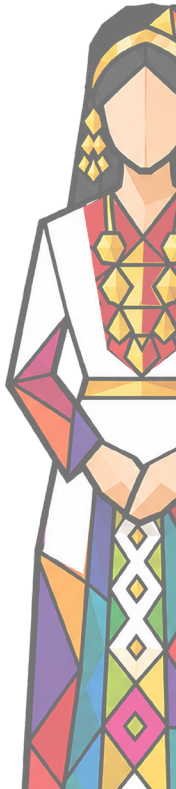
NUSATIC
SPONSORSHIP BENEFITS











SPONSORSHIP *BENEFITS*

Maximize your Brand exposure and engagement throuh a wide range of Exclusiuve Sponsorship Benefits designed to deliver real impact

SOCIAL MEDIA EXPOSURE

- Facebook, Youtube, Instagram,
- Tiktok, X
- Social media content - 4

LOGO PLACEMENT

- ID Card
- ID Lanyard
- Aquarium Equipment
- Community Area
- Signage Branding
- Ticket Box
- TVC Looping on Screen at Entrance Hall
- LED & Billboard
- Entry Gate
- MC ad-libs
- T Banner/Umbul-umbul
- Tshirt

TITLING
(2 BILLION IDR)

EXCLUSIVE TITLING

- Presentation by Sponsor
- Logo Placement at Wall of Fame
- Logo Placement at partition for Main stage

OTHER BENEFIT

- 50 ID Cards
- 250 Complimentary Tickets
- Exclusive space for booth & lounge at the venue

SPACE

12x12 m^2

8x8 m^2

NUSATIC APP & NUSATIC WEBSITE

NUSATIC NUSAPET NUSAHORTI 2027

SPONSORSHIP *BENEFITS*

Maximize your Brand exposure and engagement throuh a wide range of Exclusiuve Sponsorship Benefits designed to deliver real impact

SOCIAL MEDIA EXPOSURE

Facebook, Youtube, Instagram, Tiktok, X
Social media content - 2

LOGO PLACEMENT

- Community Area
- Signage Branding
- Ticket box
- TVC Looping on screen at Entrance Hall
- LED & Billboard
- Entry Gate
- MC ad-libs
- T Banner/ Umbul umbul
- T-Shirt

NUSATIC APP & NUSATIC WEBSITE

PLATINUM
(1 BILLION IDR)

OTHER BENEFIT

- 30 ID Cards
- 150 Complimentary Tickets
- Exclusive space for booth & lounge at the venue

SPACE

8x8 m^2



SPONSORSHIP *BENEFITS*

Maximize your Brand exposure and engagement throuh a wide range of Exclusiuve Sponsorship Benefits designed to deliver real impact

SOCIAL MEDIA EXPOSURE

Facebook, Youtube, Instagram, Tiktok, X
Social media content - 2

NUSATIC APP & NUSATIC WEBSITE

LOGO PLACEMENT

- TVC Looping on screen at Entrance Hall
- LED & Billboard
- Entry Gate
- MC ad-libs
- T Banner/ Umbul umbul
- T-Shirt

GOLD
(500 MILLION IDR)

OTHER BENEFIT

- 20 ID Cards
- 75 Complimentary Tickets
- Exclusive space for booth & lounge at the venue

SPACE

- 8x8 m^2

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2027

SPONSORSHIP *BENEFITS*

Maximize your Brand exposure and engagement throuh a wide range of Exclusiuve Sponsorship Benefits designed to deliver real impact

SILVER
(300 MILLION IDR)

SOCIAL MEDIA EXPOSURE
Facebook, Youtube, Instagram, Tiktok, X

LOGO PLACEMENT
- Entry Gate
- MC ad-libs
- T Banner/ Umbul umbul
- T-Shirt

NUSATIC APP & NUSATIC WEBSITE

OTHER BENEFIT
- 15 ID Cards
- 50 Complimentary Tickets
- Exclusive space for booth & lounge at the venue

SPACE
- 6x6 m^2



SPONSORSHIP *BENEFITS*

Maximize your Brand exposure and engagement throuh a wide range of Exclusiuve Sponsorship Benefits designed to deliver real impact

BRONZE
(200 MILLION IDR)

SOCIAL MEDIA EXPOSURE
Facebook, Youtube, Instagram, Tiktok, X

NUSATIC APP & NUSATIC WEBSITE

LOGO PLACEMENT
- MC ad-libs
- T Banner/ Umbul umbul

SPACE
- 3x6 m^2

OTHER BENEFIT
- 10 ID Cards
- 20 Complimentary Tickets

Exclusive space for booth & lounge at the venue

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GALA *DINNER*















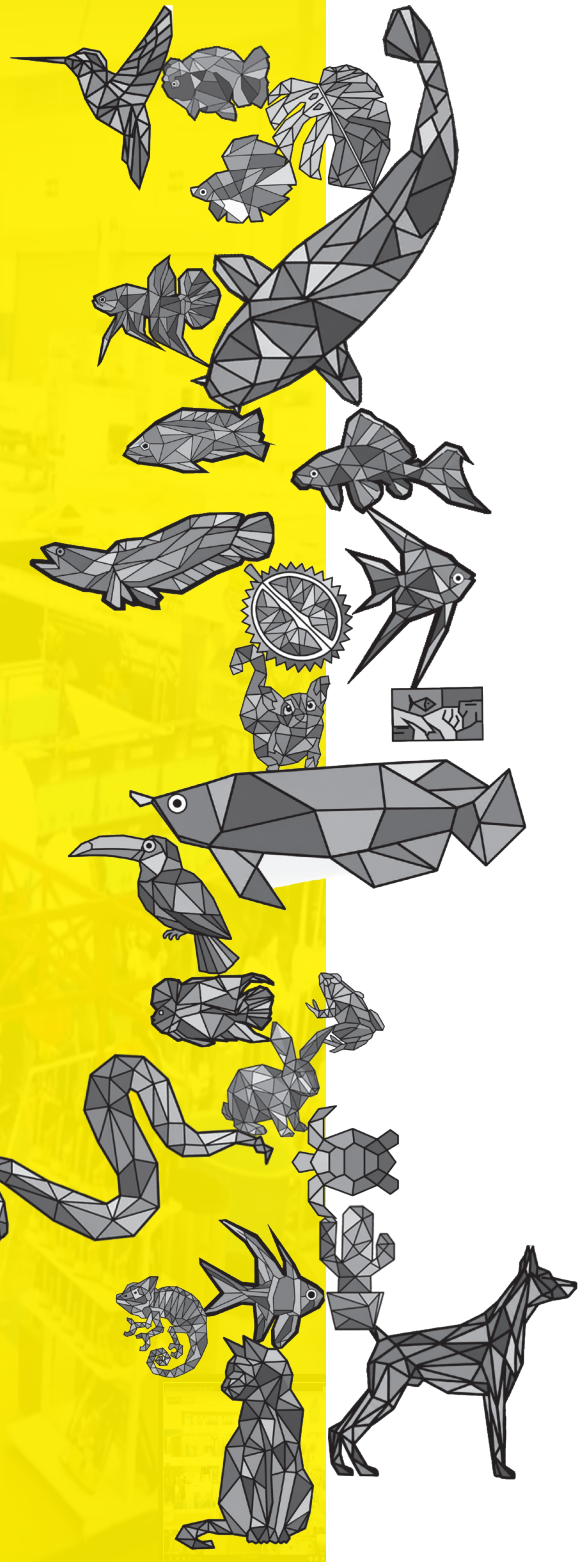
NUSATOUR & FARM VISIT





NUSATIC
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NUSAHORTI
2027

SUPPORT



AKKII

INOFE
INDONESIA ORNAMENTAL FISH EXPORTERS ASSOCIATION

NUSATIC
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NUSAHORTI
2027

CONTACT

FOR MORE INFORMATIONS







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TRI PUJAYANTO	*+62 857-7627-8839*
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NUSAHORTI
2027
MAITARA
TIDORE
THANK YOU
THANK
YOU



PT. AKUATIK FLONA
NUSANTARA KREASI

NUSATIC - PT AKUATIK FLONA NUSANTARA KREASI

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Telp.(WA) 0857 7627 8839 - 0856 9350 8288
e-Mail : admnusatic@gmail.com

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NUSANTARA PET SHOW

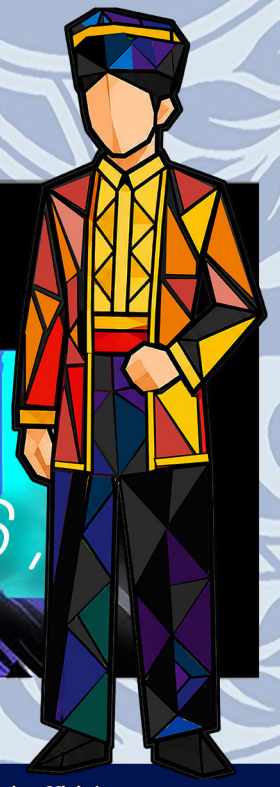
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